

Web Content Development for NPS.gov



Project Title	Web Content Development for NPS.gov
Project Summary	Help us tell America's stories by researching and writing online articles about natural and cultural topics for the National Park Service website.
Country	United States

Project Description

The National Park Service (NPS) Office of Communications is seeking an intern to create written content for NPS.gov. Content will support the NPS.gov thematic framework, a mosaic of interwoven, thematically grouped subject sites based on core NPS themes, resources, and stories as well as visitor experiences in parks. Each piece of this “shared” content is pulled into multiple locations on NPS.gov through the create once, publish everywhere model.

Topics cover natural and cultural resources, but products can be tailored to the intern's interests and knowledge. Tasks may include but are not limited to researching topics, talking with subject-matter experts, locating and formatting images, and writing and editing text.

We are seeking an individual with excellent writing and editing skills, including an understanding of plain language and web-writing best practices and experience tailoring content to address audience needs. An editorial style guide and other guidance will be provided.

Required Skills or Interests

Skill(s)

Editing and proofreading

Storytelling/blogging/vlogging

Writing

Additional Information

This project offers a unique opportunity to become part of the national team managing the NPS.gov website. The intern will work with the Office of Communication's Digital Strategy Division. Employees are located across the United States, from Alaska to Maine, and collaborate virtually as part of their daily work, so a virtual intern is a great fit with the team.

The NPS.gov website receives 90 million different visitors and more than half a billion pageviews each year (learn more about NPS.gov at <https://www.nps.gov/subjects/digital/nps-website.htm>). With such high traffic, the intern's work will reach a wide audience! Examples of the types of content that will be created as part of this project can be found on the photography (<https://www.nps.gov/subjects/photography/about.htm>) and conservation movement (<https://www.nps.gov/subjects/conservation/about.htm>) subject sites as well as other subject sites on NPS.gov (<https://www.nps.gov/learnandexplore/subjects.htm>).

Language Requirements

None